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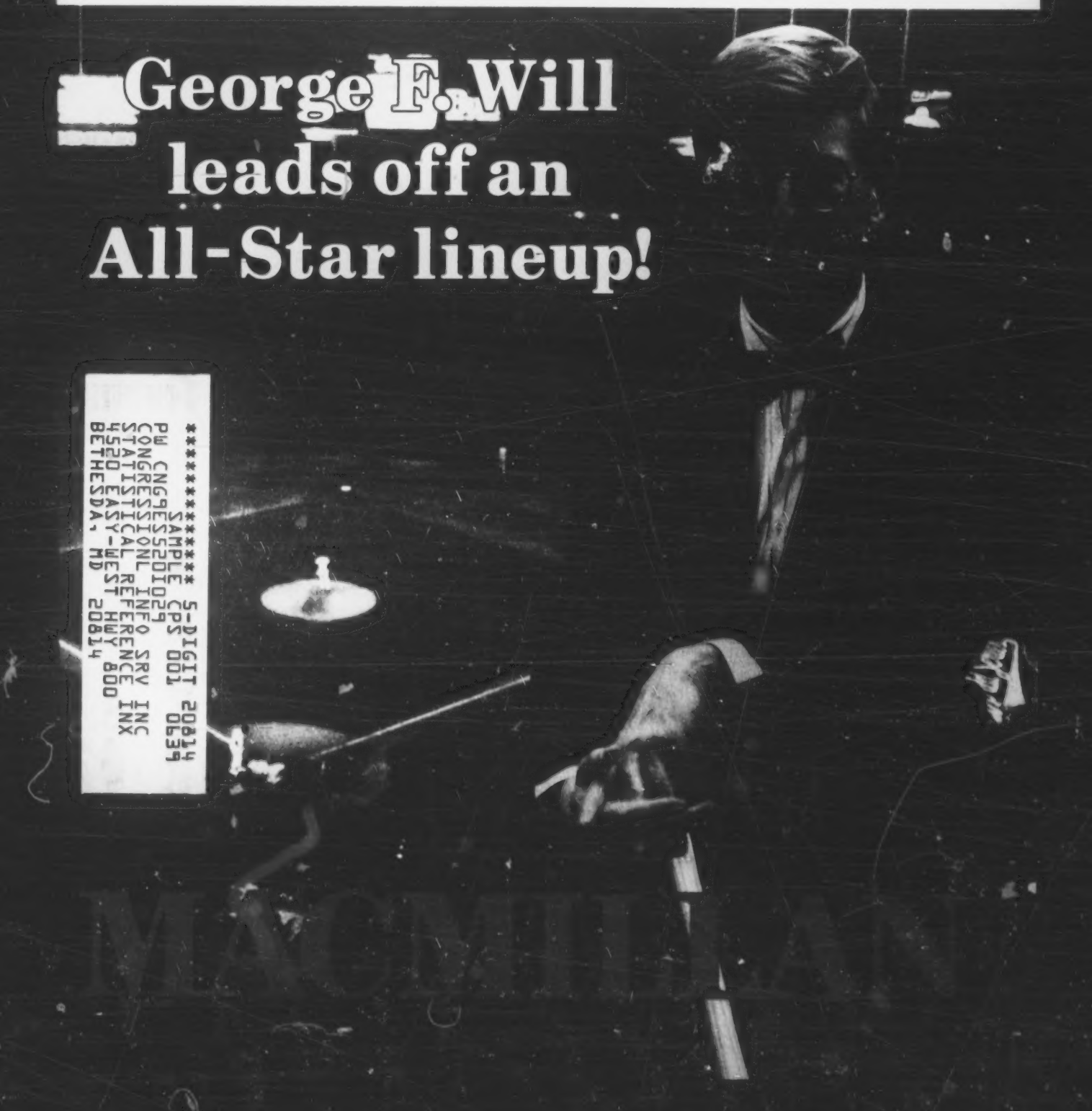

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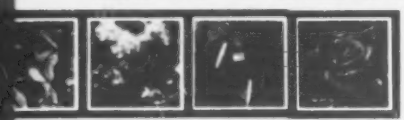

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Ingram Offers 46% Discounts on Mass Market Volume Orders

Ingram Book Company is now offering up to 46% discounts for large quantity purchases of new mass market titles. Booksellers who order mass market new release titles through the *Paperback Advance* magazine in carton quantities of 25 to 100 (averaging 60 units per carton) will receive the maximum 46% discount. The purchase of 10 copies or more will receive a 44% discount.

Larry A. Carpenter, senior vice-president of sales and marketing, pointed to additional savings potential: "With our 2% cash discount for payment made within 10 days, it is possible for many booksellers to achieve an even higher discount on their mass market orders with us."

Carpenter also stressed the program's returns policies: "There will be a 20% return limit on these orders, which doesn't apply toward Ingram's normal returns policy limit."

The program becomes effective September 1, with orders for November titles due by September 20.

AAP Sales Report for April

Category	% change, April*	% change, YTD
Adult hardcover	6.5	7.9
Adult paperback	8.7	11.0
Juvenile hardcover	-7.9	16.8
Juvenile paperback	35.8	65.1
Univ. pr. hardcover	9.3	12.8
Univ. pr. paperback	38.8	23.8
Bibles, etc.	31.2	8.6
Mass market paperback	-3.0	-0.3
Book club	3.3	1.7
Mail order	12.5	26.0
Sci-tech	-10.3	2.7
College texts	129.7	16.3
School texts	1.9	4.5

*Percent changes measured against some time periods, 1988.

Lippe to Head New Age Line

Toinette Lippe has been appointed editorial director of a new line of New Age hardcover and paperback books to be called Bell Tower, which will be published as an imprint of Harmony Books, a division of Crown Publishing. She will continue as reprint rights director of Knopf.

Lippe said her imprint would publish "spiritually useful books of practical wisdom."

She has edited the illustrated edition of the *Tao Te Ching* by Gia-fu Feng and Jane English, *The Zen of Seeing* by Frederick Franck, *How Can I Help?* by Ram Dass and Paul Gorman and The Traveler's Key series of travel guides for the "modern pilgrim."

The first book under the new imprint will be "a handbook on compassion in action" by Ram Dass and Mirabai Bush.

Peter Guzzardi, vice-president and editorial director of Harmony Books, observed, "Serendipitously, Bell Tower's first title will be a new book by Ram Dass, whose success with *Be Here Now* inspired Nat Wartels and Bruce Harris to create Harmony nearly 20 years ago."

Cassell Buys Ward Lock

In Britain, Ward Lock, founded in 1854 and well known for its strong cookbook and gardening lines (it has had *Mrs. Beeton's Cookery and Household Management* continuously in print since 1861), has been bought by the rapidly developing Cassell. The price paid to Egmont, a British subsidiary of the Danish-based Gutenberghus group, has not been revealed.

The purchase, as Cassell CEO Philip Sturrock points out, brings together two mid-19th-century firms—John Cassell set up his business in 1848. It is also another step on Sturrock's road to creating a major, medium-sized British publishing company only three years after he headed a consortium to buy Cassell from Holt-Saunders, a division of CBS Inc., together with Holt-Saunders education list.

Since then Sturrock has made a rapid series of acquisitions and now heads a stable of a dozen imprints with annual sales of around £13 million, publishing a broad range of academic, educational, professional and reference titles and a general list with major strengths in many specialist fields.

NEW VENTURES

The Manning Company, publisher of textbooks and references in all medical disciplines, has been formed by Thomas Manning, formerly vice-president and publisher of the C. V. Mosby Company. The new firm will be affiliated with C. V. Mosby and is located at 11756 Borman Dr., Suite 202, St. Louis, Mo. 63146; (314) 993-8093.

The Editorial Department, an association of independent book editors, has opened a West Coast office, managed by vice-president Judith Searle and located at 219 S. Barrington Ave., Los Angeles, Calif. 90049; and a Manhattan office, managed by William Fryer and located at 61 Warren St., N.Y., N.Y. 10007. The main office, managed by vice-president Jane Rafal, remains at 541 Rt. 9-W, Grandview, N.Y. 10960.

Lyceum Books, specializing in the social sciences and social work and in upper-level textbooks, has been formed by David C. Follmer, who was publisher of the Dorsey Press until its recent acquisition by Wadsworth. Previously, Follmer was executive editor in charge of social sciences and humanities at Random House/Knopf. Managing editor is Anita M. Samen, who has worked at St. Martin's Press, Scribners and Macmillan. Lyceum's address is 224 S. Michigan Ave., Suite 440, Chicago, Ill. 60604; (312) 347-2660.

Quality Solutions is a consulting firm that designs custom business software for publishers, booksellers and literary agencies. It is located at 1944 Washington Valley Rd., Martinsville, N.J. 08836; (201) 356-1603.

Timken Publishers, Inc., formed by Jane Timken, specializes in art book publishing and is distributed by Rizzoli International Publications. Among first titles are *Eva Hesse Sculpture* and *Letters from H. C. Westermann*. Timken is located at 225 Lafayette St., New York, N.Y. 10012; (212) 334-9550.

Mary Ziegenhagen has established a publicity and marketing service for books and authors in the Midwest. She may be reached at Suite 329, 9400 Old Cedar Ave., Bloomington, Minn. 55425; (612) 884-2169.

Morton Dennis Wax & Associates, through its Bookers division, has opened a department specializing in public relations and marketing for business books exclusively. The address is 1560 Broadway, Suite 1210, New York, N.Y. 10036; (212) 302-5360; fax (212) 302-5364. □